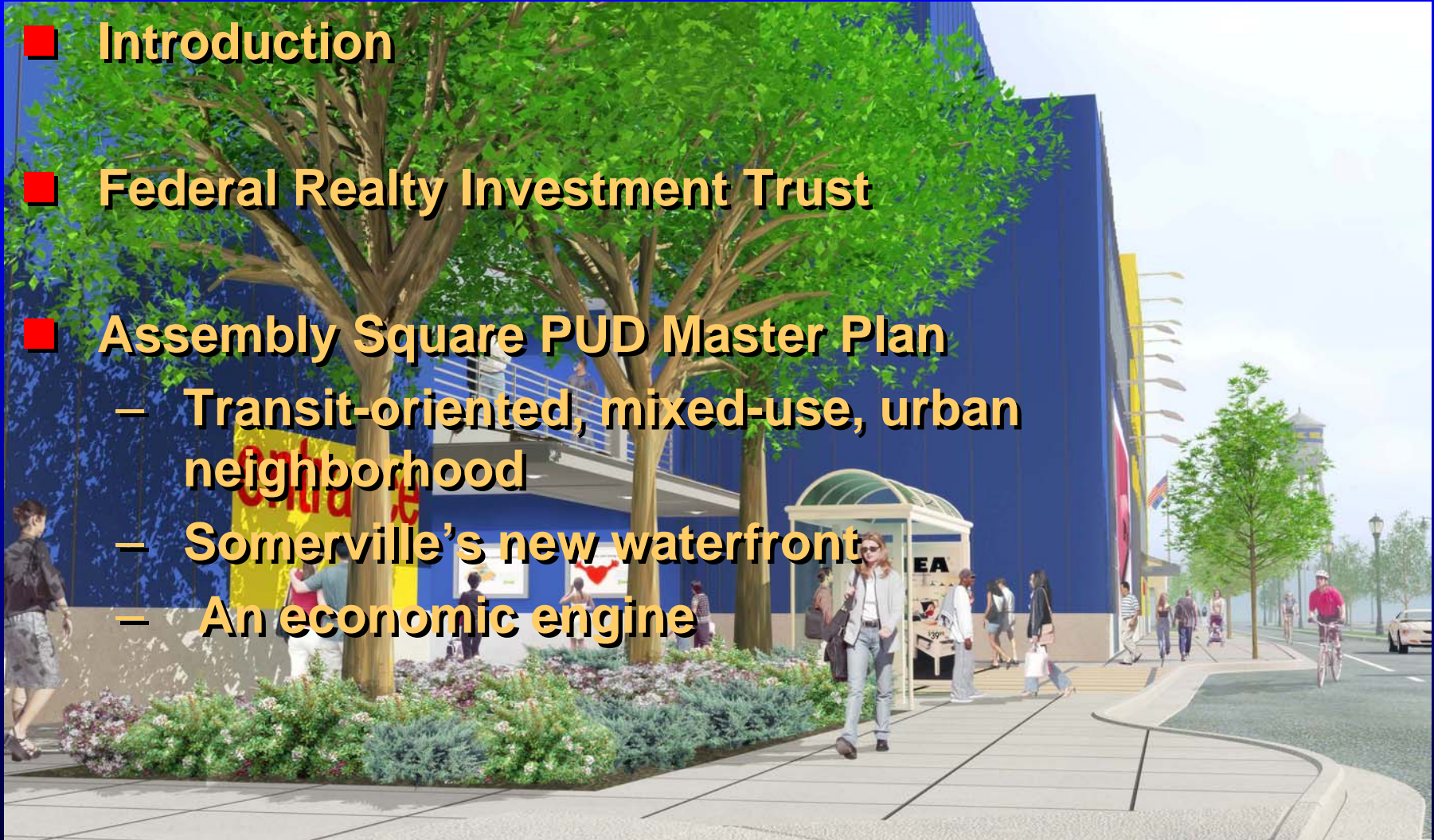


Assembly Square – Phase 1AA

- Introduction
- Federal Realty Investment Trust
- Assembly Square PUD Master Plan
 - Transit-oriented, mixed-use, urban neighborhood
 - Somerville's new waterfront
 - An economic engine



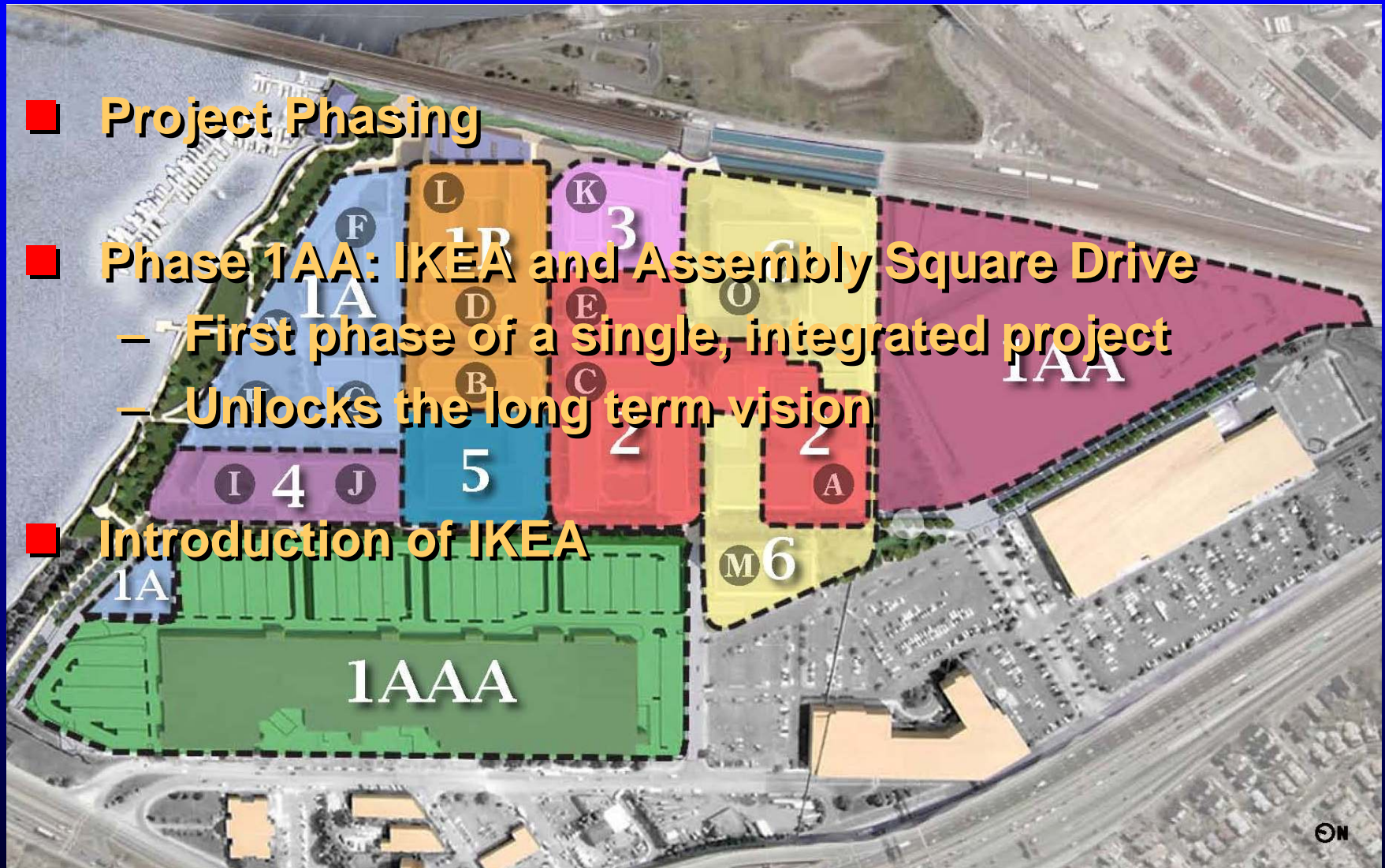
Assembly Square – Phase 1AA

■ Project Phasing

■ Phase 1AA: IKEA and Assembly Square Drive

- First phase of a single, integrated project
- Unlocks the long term vision

■ Introduction of IKEA



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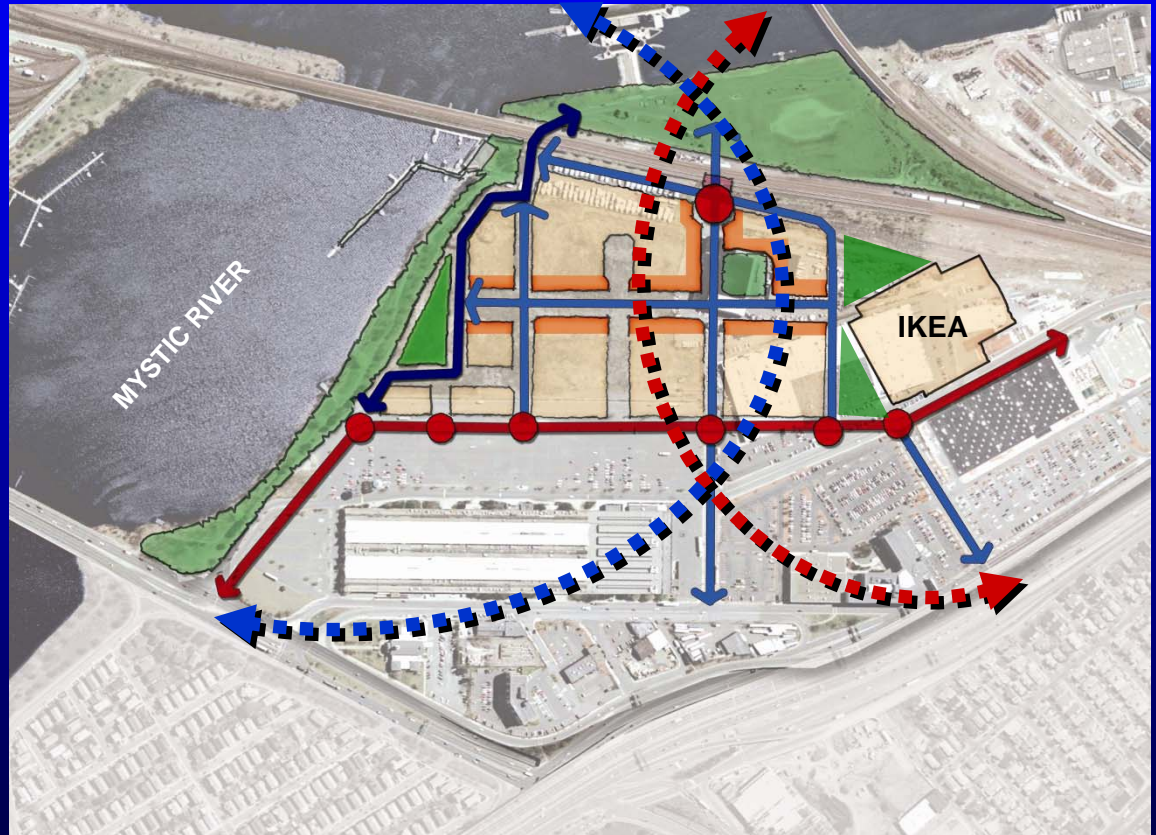
Overall Principles

- 1. Improved access to the water opened-up by the land swap**
- 2. Transit-oriented Planning**
- 3. Mixed-use program**
- 4. Streets and public spaces are the backbone**

Overall Principles

1. Improved access to the water and Draw 7 Park

- Land swap puts *people and public spaces by the water*
- Street grid creates *improved access to Draw 7 Park*
- *Activate street level experience* with amenities and retail
- *Focus the pedestrian routes* to make streets and public spaces successful
- *T-Station phased-in with Assembly Square*

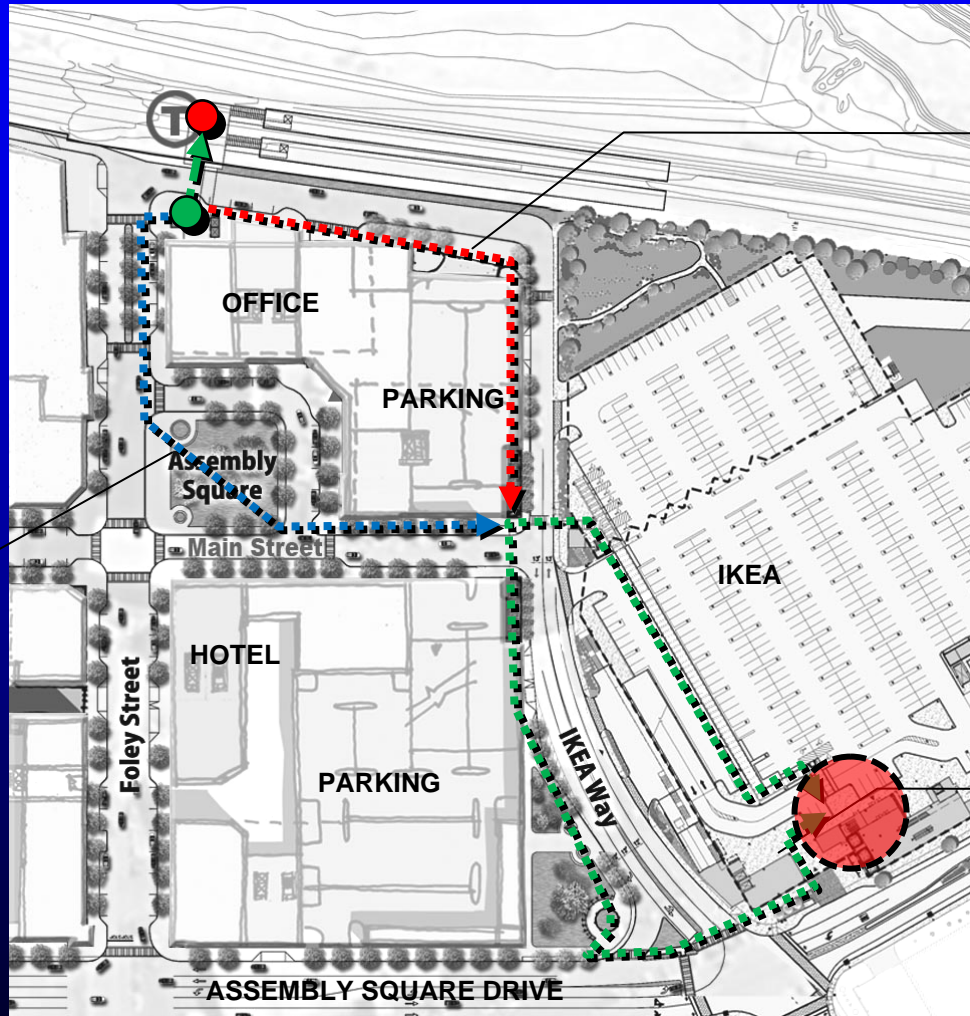


Overall Principles

2. Transit-oriented community

Preferred Path:
via Foley Street &
Main Street

610' travel distance through
pedestrian-oriented streets and
public space



Secondary Path:
via IKEA Way
610' travel distance along
auto-oriented drive

Store entrance

Overall Principles

2. Transit-oriented community

East end of Foley Street: A place of arrival

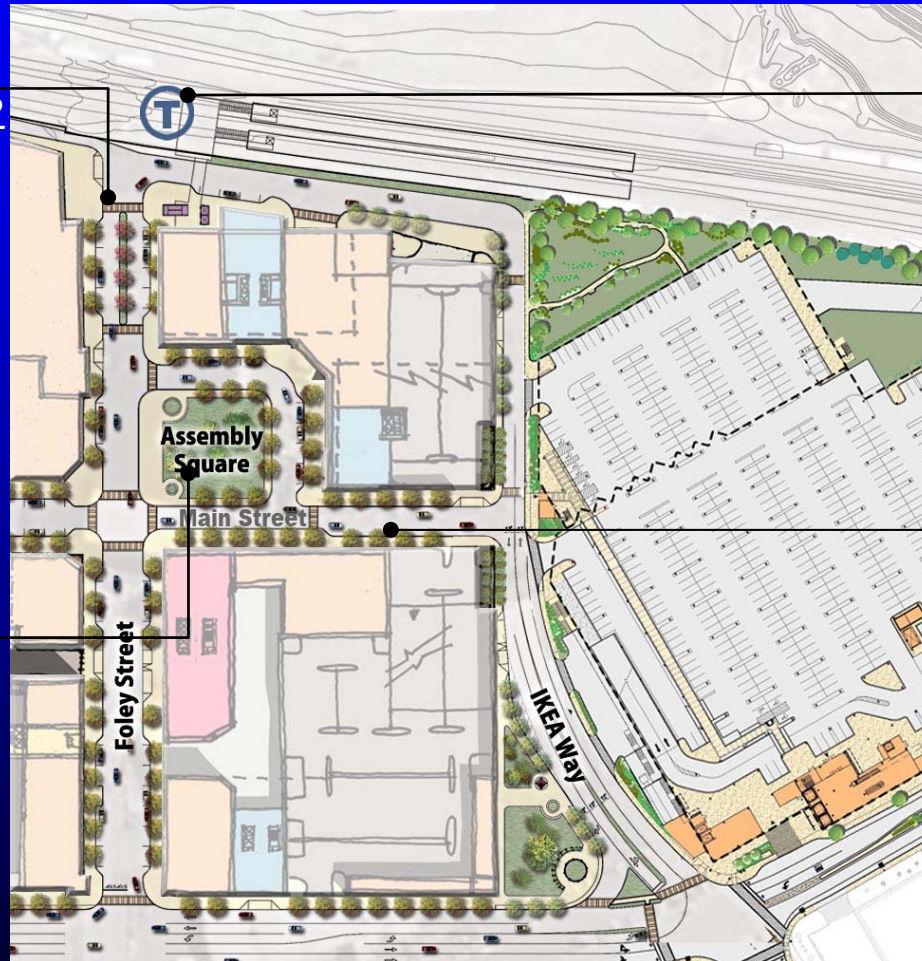
- An extension of Assembly Square to strengthen connection between the T and Assembly Square.
- Activated by storefronts and street-oriented retail.



Assembly Square

Encompasses the east end of Foley Street to create a sense of connection to Foley Street East the T-Station, and Main Street.

- Hard and softscape, shade trees
- Lined with office entrances and street-oriented retail. Tree-lined sidewalks
- Slow-moving traffic



Assembly Square T station

Entrance positioned to orient pedestrians to Foley Street



Main Street

Activated by the hotel entrance, the cinema entrance and street-oriented retail.

Overall Principles

2. Transit-oriented community

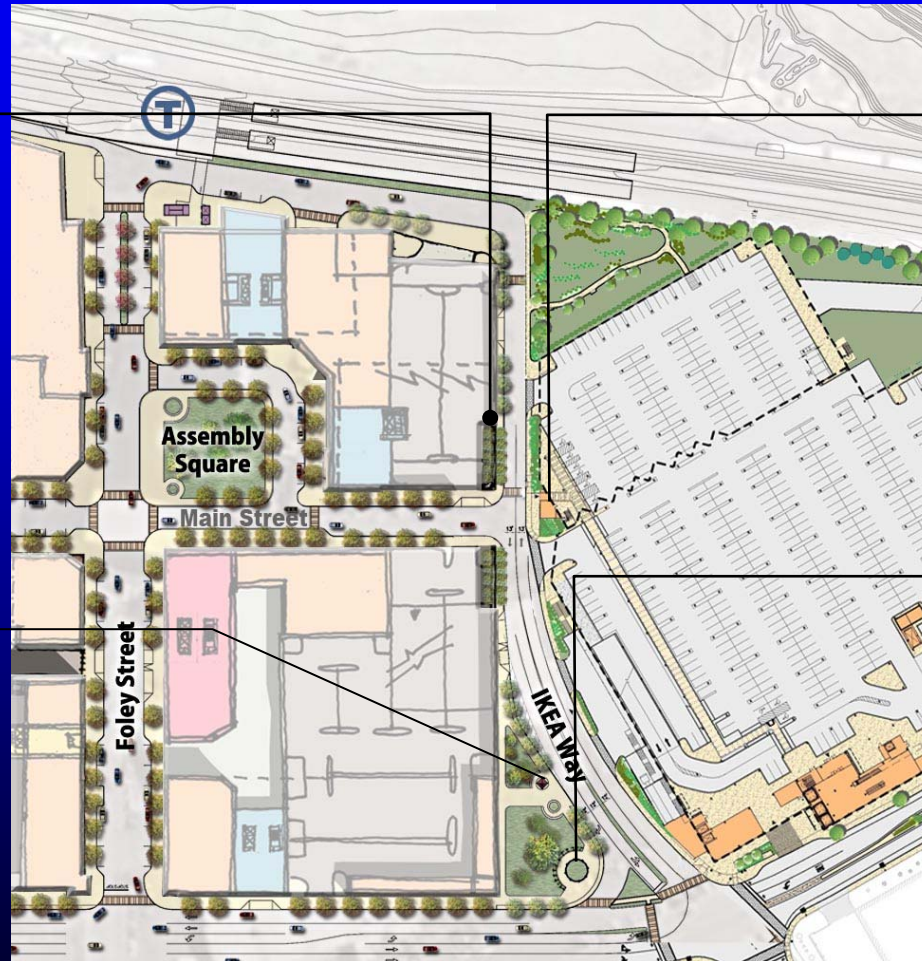
Gateway to Assembly Square

Created by a double row of trees and symmetrical pocket parks



Kiosk

Wayfinding and orientation



IKEA Storefront and Pedestrian Entrance

Main Street Termination



Trellis & Seating

Seating area at corner



Overall Principles

3. Mix of Uses

A true mixed-use program:

- 1.75 million sf office
- 2,100 units residential
- 1,100,000 sf retail
- IKEA is one part of that larger community



Overall Principles

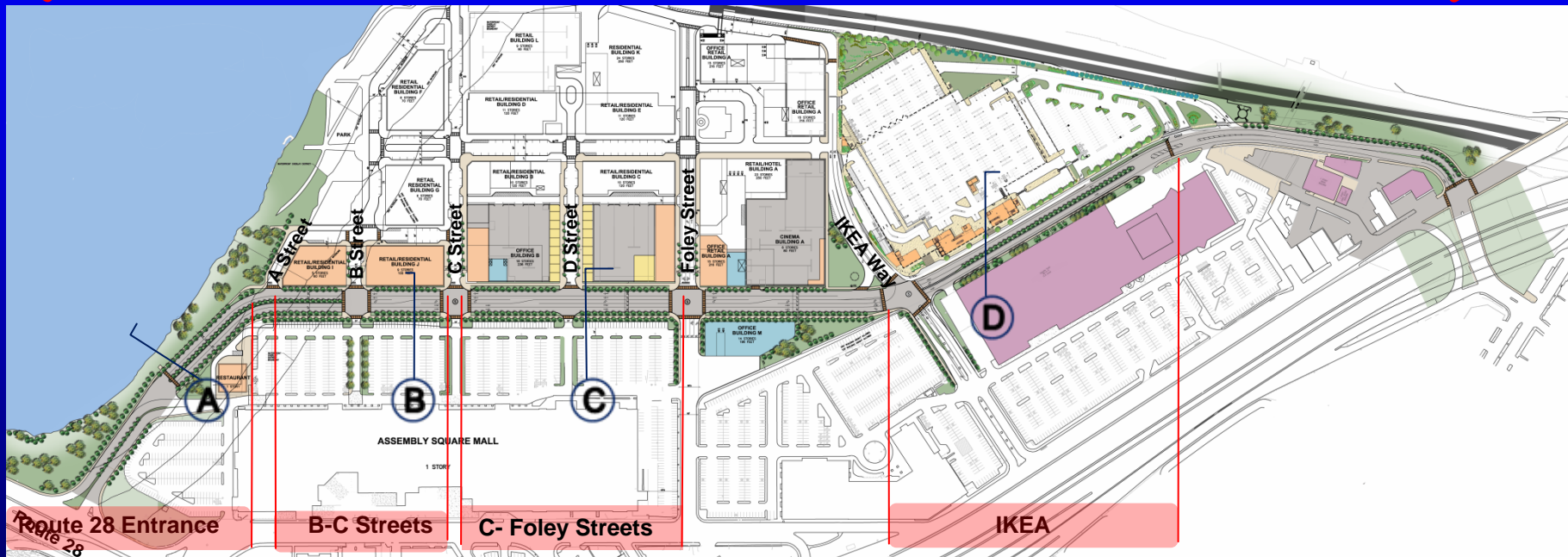
4. Balanced street network and pedestrian-oriented public spaces



Overall Principles

4. Streets and Public Spaces: Assembly Square Drive

1 Mile



Overall Principles

4. Streets and Public Spaces: Assembly Square Drive – *Entrance from Route 28*

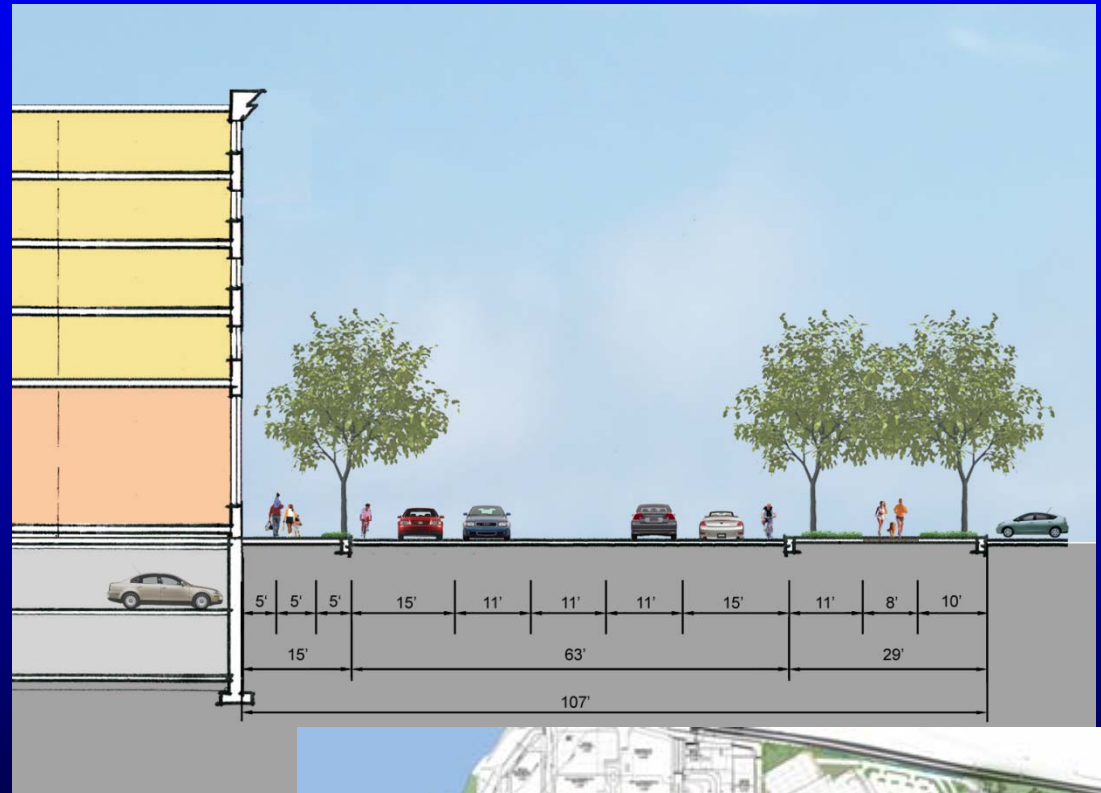
- Two through-lanes in both directions
- Continuous street trees on both sides
- Center landscaped median



Overall Principles

4. Streets and Public Spaces: Assembly Square Drive - *B Street* – *C Street*

- Two through-lanes in both directions
- Continuous street trees on both sides
- Center turning lane
- North Side:
 - Continuous tree-planted green strip
 - Street-level retail
- South Side:
 - Double row of trees
 - Continuous pedestrian pathway

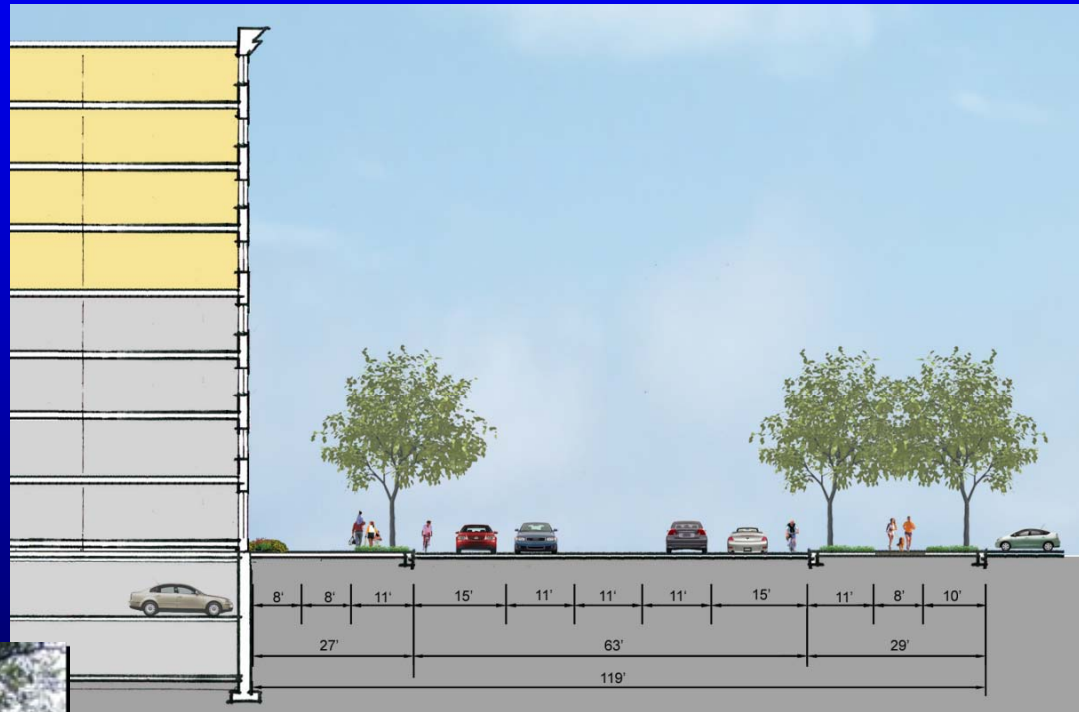


Overall Principles

4. Streets and Public Spaces:

Assembly Square Drive - C Street – Foley Street

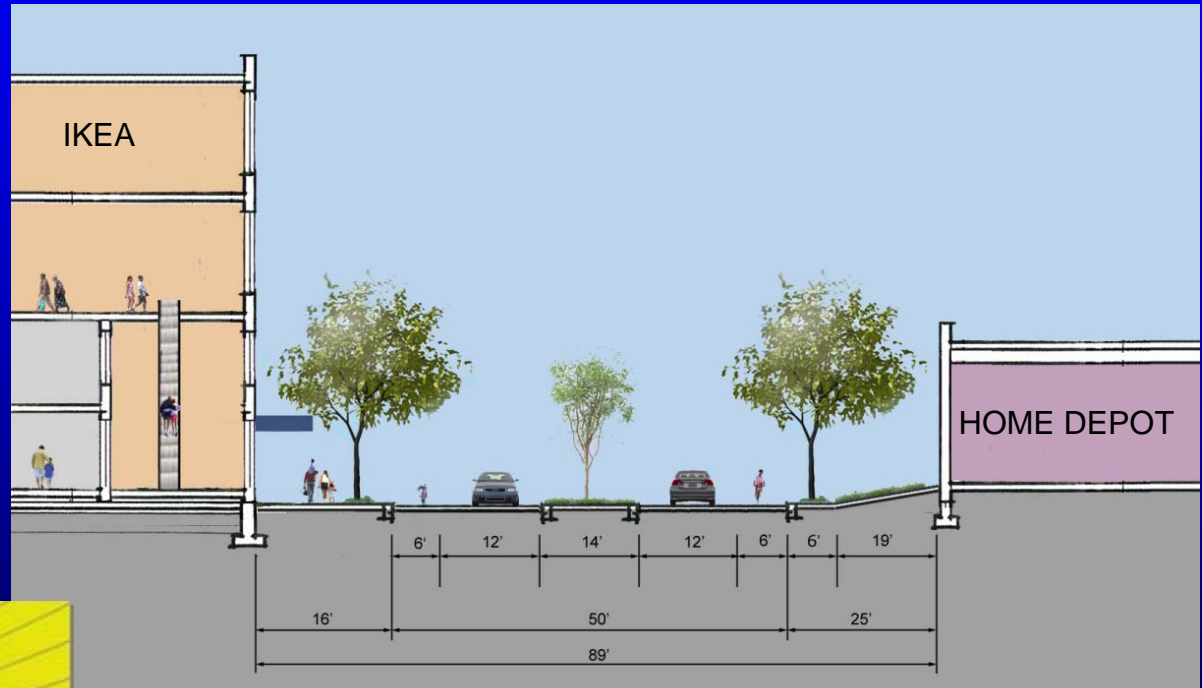
- Two through-lanes in both directions
- Continuous street trees on both sides
- Center turning lane
- North Side:
Parking structure screened behind landscaped setback
- South Side:
Double row of trees
Continuous Path



Overall Principles

4. Streets and Public Spaces: Assembly Square Drive – *IKEA Frontage*

- One through-lane in both directions
- Landscaped center median
- North Side:
Continuous Street trees
- South Side:
Continuous trees screen back of Home Depot



Overall Principles

4. Streets and Public Spaces: IKEA Park

- Gateway to Assembly Square PUD
- Transitional area between Ikea and mixed-use community
- Green park-like setting
- Address for block A2 development
- Trellis element for seating at the corner



Overall Principles

4. Streets and Public Spaces: Rainwater Garden

- **Site Sustainability**
 - Slows down stormwater runoff
 - Cleans water before it enters the stormwater system
- **Passive Recreation**
 - Pedestrian walking trail and seating
- **Educational**
 - Interpretive signage

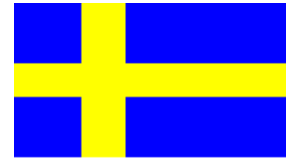


IKEA

- I. Company Background
- II. Community Benefits
- III. IKEA Somerville



Our Origins



- The letters in IKEA come from the name Ingvar Kamprad, our founder
- He grew up on a farm called Elmtaryd in Agunnaryd (a parish in southern Sweden)
- Started company at age 17
- IKEA has grown into a worldwide business
 - more than 250 stores in 35 countries
 - 1300 suppliers extend reach to 53 countries
 - catalog distribution to more than 175 million people worldwide in 27 different languages



Our Unique Concept

■ Our Vision:

- To create a better everyday life for the many

■ Our Mission:

- To provide well-designed, stylish, functional home furnishings at affordable prices

■ Our Approach:

- Furniture & accessories
- All under one roof
- 10,000 items available on-site
- See product, take home, assemble on same day
- Products designed/produced exclusively by IKEA



Our Unique Stores

■ Furniture Showroom

- 3 interactive, full-size home displays
- 50 inspirational room settings
- Living room, media, dining, kitchen, office, bedroom, Children's IKEA



■ Marketplace with accessories

- lighting, rugs, bedding, bath, cookware, tableware, gifts, pictures/frames, storage, plants/wicker

■ Self-select warehouse

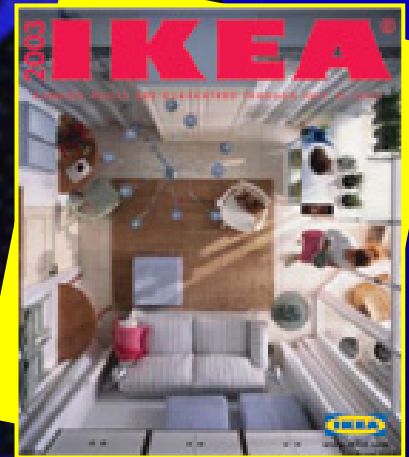
■ Swedish restaurant & café

■ Supervised kids play area



Inside the Numbers

- **World's leading home furnishings company**
- **Privately held and based in Sweden**
- **458 million people visited IKEA in 2006**
- **Global sales for 2006: 22.1 billion**
 - Germany: 17%
 - U.S.: 12%
 - U.K.: 9%
 - France: 9%
 - Sweden: 8%
- **U.S. sales for 2006: 2.5 billion**
- **Focus now on expansion in U.S., among others**



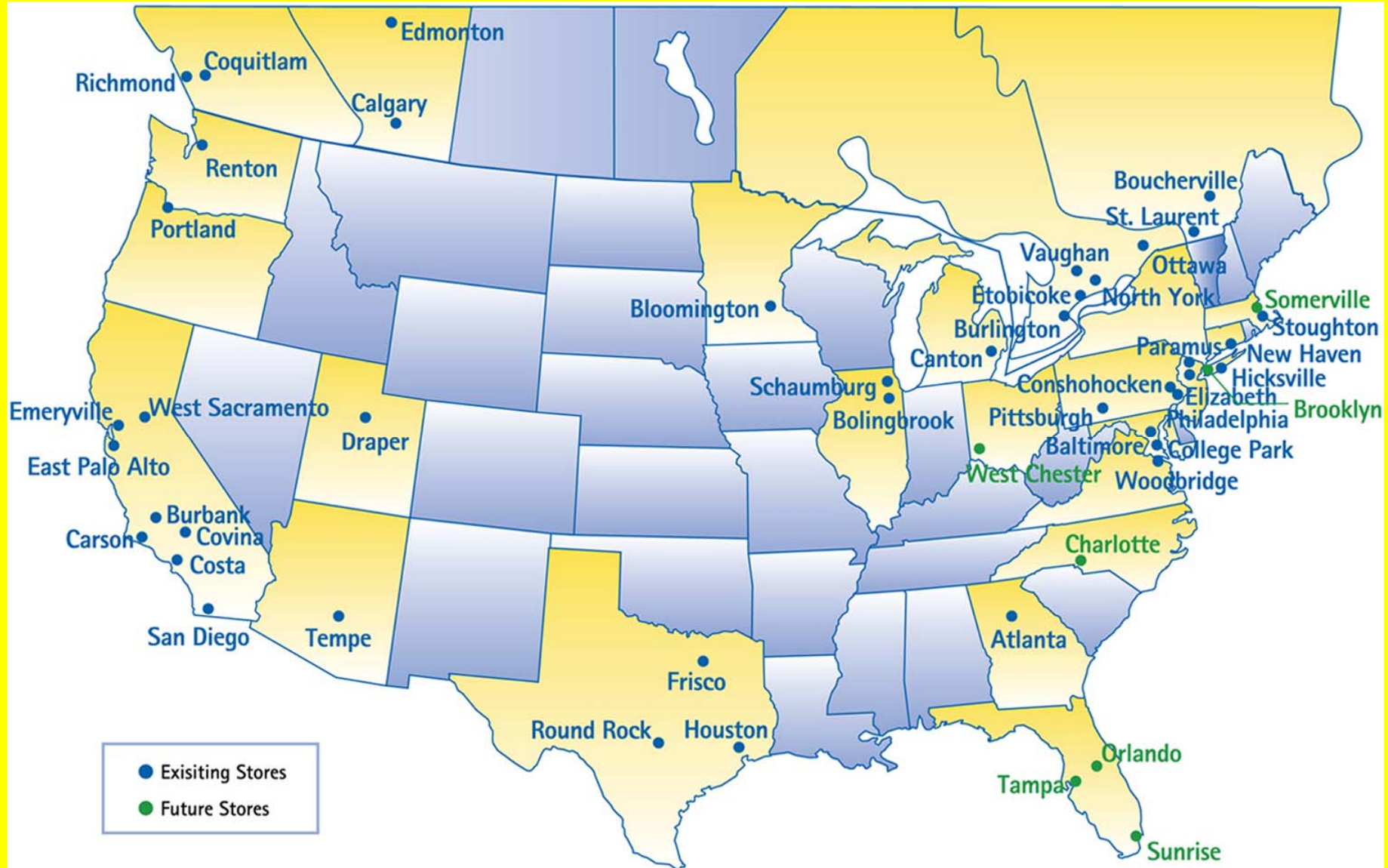
Where We Are: Countries with IKEA Stores



■ Australia	■ Germany	■ Norway	■ Switzerland
■ Austria	■ Greece	■ Poland	■ Taiwan
■ Belgium	■ Hungary	■ Portugal	■ Turkey
■ <i>Bulgaria *</i>	■ Iceland	■ Romania	■ United Arab Emir
■ Canada	■ <i>Ireland *</i>	■ Russia	■ United Kingdom
■ China	■ Israel	■ Saudi Arabia	■ USA
■ <i>Croatia *</i>	■ Italy	■ <i>Serbia *</i>	
■ <i>Cyprus *</i>	■ Japan	■ Singapore	
■ Czech Rep.	■ Kuwait	■ Slovakia	
■ Denmark	■ Malaysia	■ <i>Slovenia *</i>	
■ Finland	■ Netherlands	■ Spain	
■ France	■ <i>New Zealand *</i>	■ Sweden	

(* = new country with store opening planned)

Existing & Future Stores in N.A.



Economic Benefits of IKEA

■ Major Fiscal Contributions

- Tax revenue for state, local governments and schools
- 400-500 full- and part-time jobs
- 500+ construction jobs
- High per square foot construction costs
- Regional draw brings new dollars into local community



A Commitment to Coworkers

■ IKEA Aims to be Employer of Choice

- 400-500 full-time & part-time jobs
 - up to 50 management positions
- Diverse opportunities
- Gateway to global careers
- IKEA hires from the local area
- Competitive salaries for coworkers
- All full-time and part-time coworkers eligible for health benefits and tuition reimbursements
- Turnover rate less than industry standard



A Commitment to Coworkers

- IKEA has been named 4th year in row to *Working Mother's* list of 100 Best Companies for working mothers
- Named 5th year in a row among *Training's* top 125 T&D programs
- Pernille Lopez, President - IKEA North America has received 'Family Champion' Award
- Recognized by *FORTUNE* for 3 years in row on list of '100 Best Companies to Work For'



A Commitment to Community

■ IKEA partners with national organizations

- Habitat for Humanity
- Save the Children
- American Forests
- UNICEF



■ IKEA is committed to working with local community interests

- Local contributions/volunteerism
- Corporate philanthropy
- Environmental leadership



Commitments to Somerville

- **Relocate from Riverfront Site to Inland Site**
- **Restore Water Tower**
- **Fund significant portion of the T station**
- **Provide 200 dedicated parking spaces for T riders during peak times**
- **Provide shuttle bus service from either Sullivan Square or Wellington Stations**
- **Subsidize employee transit passes**
- **Offer discounted delivery service to users of mass transit**

Unique Urban Store

- **Small site: 11.9 acres**
- **Brownfield site**
- **Structured parking below elevated store**
- **Landscaping around and on the store**
- **Enhanced screening & fenestration**
- **Transit-oriented:**
 - **Pedestrian**
 - **Bicycle**
 - **Bus**
 - **T**
 - **Free Shuttle**

Balanced Design

- **Meeting the needs of**
 - **IKEA Concept**
 - **Site**
 - **City**
 - **Community**
- **Excellent result**
 - **Responds to comments**
 - **Tested limits of IKEA Concept requirements**



The IKEA Brand

- **250 Stores worldwide**
- **Top Ten Brands worldwide**

(Brandchannel and Interbrand)

- **Well designed product range**

And

- **Consistency of building design**



Typical Store & Parking Design

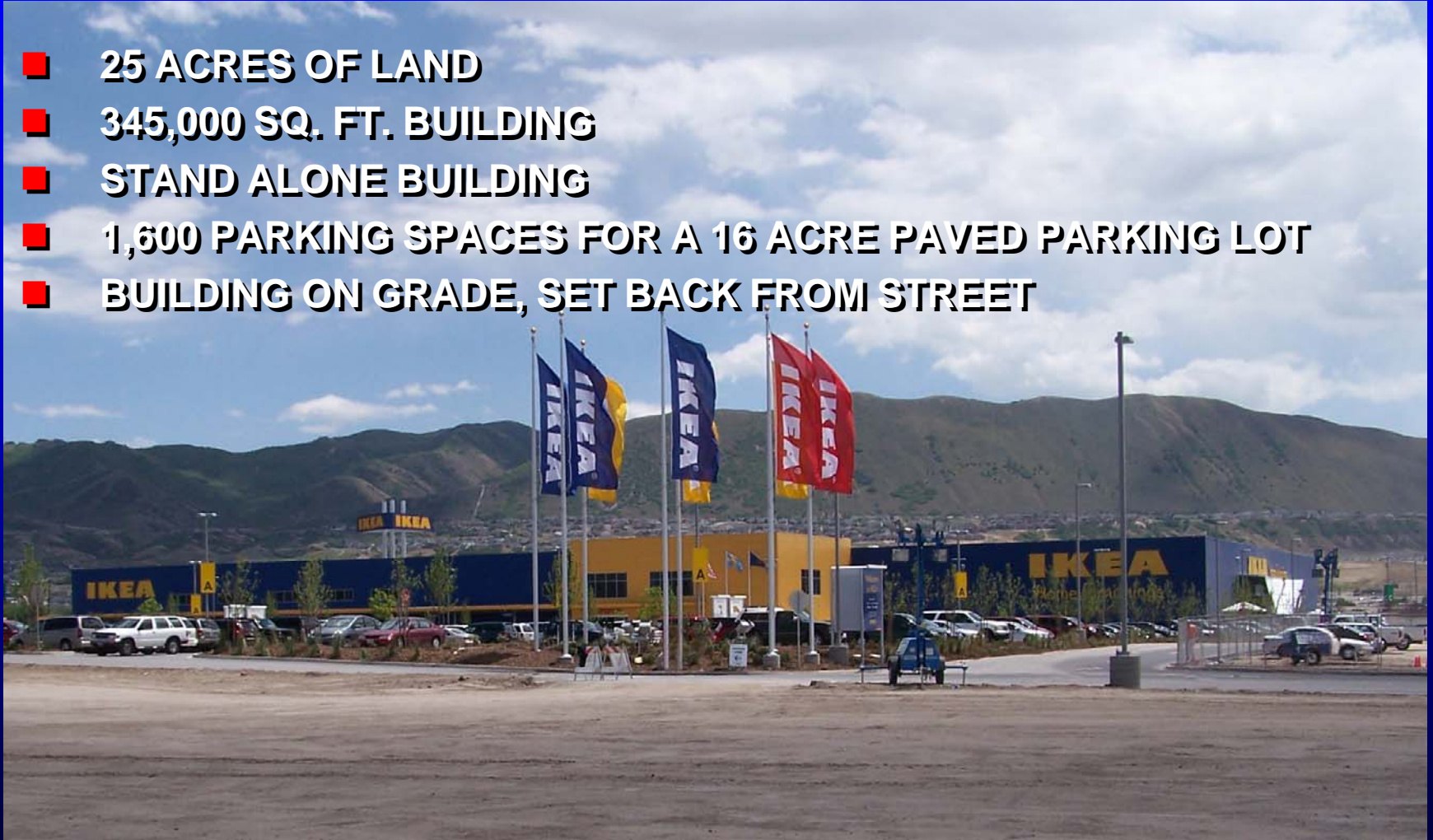


Typical IKEA Store



Typical IKEA Store

- 25 ACRES OF LAND
- 345,000 SQ. FT. BUILDING
- STAND ALONE BUILDING
- 1,600 PARKING SPACES FOR A 16 ACRE PAVED PARKING LOT
- BUILDING ON GRADE, SET BACK FROM STREET



IKEA Site Plan



IKEA Site Plan

- **85% OF PARKING IN COVERED AREAS, REDUCING HEAT ISLANDS**
- **PROVIDE RAISED PEDESTRAIN WALKWAY THROUGH PARKING AREA TO BUILDING ENTRY**
- **PROVIDE CONCRETE PAVER WALKWAY, WITH LANDSCAPING, THROUGH SURFACE PARKING AREA**
- **PROVIDE RAIN GARDEN, OPEN SPACE PARK, WITH ACCESS TO IKEA PARKING AREA**
- **PROVIDE 200 PARKING SPACES FOR FUTURE ORANGE LINE COMMUTERS**



IKEA Site Plan



- J 4' PAINTED IKEA LETTERS (8' x 28'-0")**
 PAINT- IKEA COPY TO MATCH NCS 1070- Y10R (IKEA YELLOW). BACKGROUND TO MATCH NCS S 4550-R80B (IKEA BLUE).

**224
SQ. FT.**



- 2'-4" INTERNALLY ILLUMINATED ALUMINUM REVERSE CHANNEL LETTERS (HALO/BACKLIT) 6' X 30'**
 Approximate Dimensions Shown, Exact Font To Be Determined

**180
SQ. FT.**

IKEA Building

SOUTH BOUND ON I-93



IKEA Building

NORTH BOUND ON I-93



IKEA Building

IMAGE A.1 – NORTHWEST CORNER OF BUILDING



IKEA Building

IMAGE A.2 – PEDESTRIAN VIEW OF BUILDING LOOKING SOUTH



IKEA Building

IMAGE A.2 – PEDESTRIAN VIEW OF BUILDING LOOKING SOUTH

- A PEDESTRIAN LEVEL ENTRANCE SIGN WITH YELLOW PANELS WAS PROVIDED AT BUILDING OPENINGS
- AN ENTRY CANOPY IS PROVIDED AT THE BUILDING OPENINGS
- CONCRETE PAVERS ARE PROVIDED IN THE SIDEWALK, AT ENTRANCE OPENINGS
- AREA FOR A BUS SHELTER IS PROVIDED ON THE IKEA SIDEWALK
- A LARGE LANDSCAPE ISLAND WITH TREES AND SHRUBS IS PROVIDED ON THE IKEA SIDEWALK



IKEA Building

IMAGE B.1 – SOUTHWEST CORNER OF BUILDING



IKEA Building

IMAGE B.2 – PEDESTRIAN VIEW OF BUILDING LOOKING NORTH



IKEA Building

IMAGE B.2 – PEDESTRIAN VIEW OF BUILDING LOOKING NORTH

- A FOUR FOOT, DECORATIVE CONCRETE WALL, WITH LANDSCAPING IS PROVIDED TO SCREEN PARKED CARS
- DECORATIVE CONCRETE SPANDREL PANELS ARE PROVIDED AT THE UPPER PARKING DECK AND RAMP TO SCREEN PARKED CARS
- PROVIDE ENTRY CANOPY, “ENTRANCE” SIGN AND CONCRETE PAVERS AT ENTRANCE OPENING
- LANDSCAPE TREES IN TREE GRATES ARE PROVIDED IN THE IKEA SIDEWALK



IKEA Building

**IMAGE C.1 – VIEW OF BUILDING FROM NORTH BOUND CAR ON
ASSEMBLY SQUARE DRIVE**



IKEA Building

**IMAGE C.2 – VIEW OF BUILDING FROM NORTH BOUND CAR ON
ASSEMBLY SQUARE DRIVE**



IKEA Building

IMAGE C.2 – VIEW OF BUILDING FROM NORTH BOUND CAR ON ASSEMBLY SQUARE DRIVE

- DECORATIVE CONCRETE SPANDREL PANELS ARE PROVIDED AT THE UPPER DECK AND RAMP TO SCREEN PARKED CARS
- EXTENSIVE LANDSCAPING AND TREES ARE PROVIDED ALONG THE PROPERTY LINE AND WITHIN RIGHT-OF-WAY TO SCREEN BUILDING



IKEA Building

IMAGE D.1 – VIEW OF BUILDING FROM NORTH BOUND TRAIN



IKEA Building

IMAGE D.2 – VIEW OF BUILDING FROM NORTH BOUND TRAIN



IKEA Building

IMAGE D.2 – VIEW OF BUILDING FROM NORTH BOUND TRAIN

- STAIR TOWER ELEMENTS WERE CREATED TO PROVIDE VISUAL INTEREST
- DECORATIVE CONCRETE SPANDREL PANELS ARE PROVIDED AT THE UPPER DECK AND RAMP TO SCREEN PARKED CARS
- EXTENSIVE LANDSCAPING AND TREES ARE PROVIDED ALONG THE PROPERTY LINE TO SCREEN BUILDING



IKEA Building

IMAGE E.1 – VIEW OF BUILDING FROM SOUTH BOUND TRAIN



IKEA Building

IMAGE E.2 – VIEW OF BUILDING FROM SOUTH BOUND TRAIN



IKEA Building

IMAGE E.2 – VIEW OF BUILDING FROM SOUTH BOUND TRAIN

- **PROVIDE WIRE MESH PANELS ON THE FACE OF THE PARKING STRUCTURE TO ALLOW BOTH FAST GROWING DECIDUOUS AND SLOW GROWING EVERGREEN VINES TO GROW ON THE MESH CREATING A SCREEN FOR THE DECK, RAMP AND PARKED CARS**



IKEA Building

IMAGE F.1 – VIEW OF NORTH FACE OF BUILDING FROM THE ASSEMBLY SQUARE DEVELOPMENT



IKEA Building

IMAGE F.2 – VIEW OF NORTH FACE OF BUILDING FROM THE ASSEMBLY SQUARE DEVELOPMENT



IKEA Building

IMAGE F.2 – VIEW OF NORTH FACE OF BUILDING FROM THE ASSEMBLY SQUARE DEVELOPMENT

- PROVIDE A PEDESTRIAN ENTRY FEATURE, WITH TWO LEVELS OF DISPLAY WINDOWS AND IKEA YELLOW PANELS, TO RESPOND TO PEDESTRIANS APPROACHING THE IKEA BUILDING FROM ASSEMBLY SQUARE AND THE FUTURE MBTA STATION
- PROVIDE A BLUE METAL PANEL WALL TO SCREEN THE LOADING TRUCKS AND COMPACTOR
- PROVIDE BLUE METAL PANELS AND STOREFRONT WINDOWS AT PARKING DECK LEVELS TO SCREEN PARKED CARS
- REDUCE SIZE OF ORIGINAL SEASONAL BANNER BY OVER 1,000 SQ.FT.



Working Together to Address City Concerns

- **PEDSTRIAN LEVEL ENTRANCE SIGN AND CANOPY AT THE BUILDING OPENINGS**
- **CONCRETE PAVERS HIGHLIGHT ENTRANCE OPENINGS**
- **A BUS SHELTER IS PROVIDED ON THE IKEA SIDEWALK**
- **LARGE LANDSCAPE ISLAND WITH TREES AND SHRUBS WITHIN THE IKEA SIDEWALK**
- **A FOUR-FOOT, DECORATIVE CONCRETE WALL WITH LANDSCAPING IS PROVIDED TO SCREEN PARKED CARS**
- **DECORATIVE CONCRETE SPANDREL PANELS AT THE UPPER PARKING DECK AND RAMP TO SCREEN PARKED CARS**

Working Together to Address City Concerns

- **EXTENSIVE LANDSCAPING AND TREES ARE PROVIDED ALONG THE PROPERTY LINES AND WITHIN THE STREET RIGHT-OF-WAY TO SCREEN BUILDING**
- **WIRE MESH PANELS ON THE FACE OF THE PARKING STRUCTURE ARE PROVIDED TO ALLOW BOTH FAST GROWING DECIDUOUS AND SLOW GROWING EVERGREEN VINES, TO GROW ON THE MESH CREATING A SCREEN FOR THE DECK, RAMP AND PARKED CARS**
- **PROVIDE A PEDESTRIAN ENTRY FEATURE WITH TWO LEVELS OF DISPLAY WINDOWS AND IKEA YELLOW PANELS TO RESPOND TO PEDESTRIANS APPROACHING THE IKEA BUILDING FROM ASSEMBLY SQUARE AND THE FUTURE MBTA STATION**

Working Together to Address City Concerns

- **PROVIDE BLUE METAL PANEL WALL TO SCREEN THE LOADING AREA, TRUCKS AND COMPACTOR**
- **PROVIDE BLUE METAL PANELS AND STOREFRONT WINDOWS AT THE PARKING DECK LEVELS TO SCREEN PARKED CARS**
- **REDUCE SIZE OF ORIGINAL SEASONAL BANNER BY OVER 1,000 SQ.FT.**

IKEA Building



Study Area: Phase 1-AA



Traffic Study Phasing: Phase 1-AA

■ Existing conditions

- Observed traffic conditions/counts
- Pedestrian activity
- Existing deficiencies

■ No Build conditions

- 5-year horizon
- Planned roadway improvements
- Planned development projects

■ Build conditions

- Proposed IKEA
- Proposed mitigation

Trip Generation: Phase 1-AA

- **IKEA – counts at multiple stores**
 - Schaumburg, IL
 - Bolling Brook, IL
 - Atlanta, GA
 - New Haven, CT
 - Emeryville, CA
 - Renton, WA
 - Woodbridge, VA
- **Weekend peak times lesser impacts during commuter hours**
- **Most customers arriving by Route I-93**

Traffic Mitigation: Phase 1-AA



Pedestrian Accommodations: Phase 1-AA



Route 28 at Assembly Square Drive/Middlesex Avenue: Phase 1-AA



Way Finding Signs: Phase 1-AA



Assembly Square – Phase 1AA

- **Collaboration between FRIT, IKEA and City**
- **A smart, sustainable new neighborhood**
- **Opportunity and benefits for Somerville**
- **Critical first step toward implementing a comprehensive, long-term vision**

Assembly Square – Phase 1AA

